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# Userlane’s closed Seed-Round enhances the sales of their navigation system for software

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**The High-Tech Gründerfonds (HTGF) invests together with Commerzbank’s subsidiary main incubator and Business Angel Robert A. Kabs in the Munich-based SaaS-company Userlane. The technology developed by Userlane guides users through software like a GPS turn-by-turn navigation system. This allows every user to operate even complex software on a professional level without any previous knowledge.**

Key to Userlane’s technology are interactive step-by-step guides, which can be implemented on top of every existing web-based software or e-commerce website. These interactive guides lead every user through all processes and show them real-time where to click next within the software – just like GPS navigation systems in cars advice drivers turn-by-turn how to optimally reach the destination. This way complex software can be easily used, without previous knowledge, making extensive software training obsolete.

Unlike video tutorials, Userlane’s technology is integrated into the software. Users receive interactive Guidance, while they are already working in the application itself. This allows companies to improve their onboarding experience, reduce support as well as employee training costs and implement new software products more efficiently.

„Userlane provides a technology to create step-by-step guides within minutes, without any coding or having to change the underlying software. This allows our customers to implement and adapt interactive guides in every part of their existing software without implementation effort“, explains Hartmut Hahn, Founder and Managing Director of Userlane.

Niklas Raberg, HTGF Investment Manager believes in the increasing demand for online guidance: „Every company that offers products or services online has to deal with the challenge to explain their core features and business value to their users within a very short time frame. Userlane offers a promising solution for this, especially when looking at the rapidly growing SaaS-market. “

“In the area of digital financial services, in particular, Commerzbank sees a great potential in Userlane’s technology, in order to optimize customer interaction with online offers and within the bank” adds Julian Bürklein, Investment Manager at main incubator.

Besides numerous SaaS- and E-Commerce companies, several international enterprises are working with Userlane to automate software training and overcome the challenge of their organization’s digital transformation.

**About Userlane**

Software-as-a-Service company Userlane was founded by Felix Eichler, Kajetan Uhlig and Hartmut Hahn and set its goal to close the gap in human-machine interaction, so every person can operate any software right from the start. Expertise in software will no longer be something to be acquired, but something publicly available to everyone.